

United States 2010 Census

Issued April 2010 V.2

Logo Style Guide



U S C E N S U S B U R E A U

United States®
Census
2010

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Introduction

The U.S. 2010 Census logo is the agency's most-used and best-known asset. It is the cornerstone of the 2010 Census program.

Because of its importance, great care must be taken in the use of the 2010 Census logo. The logo is presented in a consistent fashion, and its use must be governed by strict rules. If it is used haphazardly, the logo's value will be diminished.

Most uses of the 2010 Census logo will originate in various program design groups, but from time to time, 2010 Census workers outside of design groups are required to make judgments about the use of the 2010 Census logo, often relating to a one-time use. To facilitate consistency and quality in the use of the logo, among both professional and nonprofessional users, this manual has been prepared.

Exceptions to these guidelines are rare and must be approved by the Census 2010 Publicity Office (C2PO). Your assistance and cooperation in the protection of the 2010 Census logo is valued and appreciated.

Decennial Decision Memorandums

The logos in this guide were officially released by the U.S. Census Bureau. Census Bureau employees can access the following memos on the 2010 Census Portal:

- Release of the United States 2010 Census Logo Memo No. 2
- Release of the American Indian and Alaska Native (AIAN) 2010 Logo Memo No. 15
- Release of the Puerto Rico and Islands Areas 2010 Logos Memo No. 19

Memo No. 2

2010 Decennial Census Program Decision Memorandum Series


April 26, 2005

Memo No. 2

Subject: Names and Logo for Use by the Reengineered Census of Population and Housing

The 2010 Census Decision Memo No. 2 is on the DMD Portal at

<[http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20DECISION%20MEMO%202%20\(2ND%20REISSUE\).pdf](http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20DECISION%20MEMO%202%20(2ND%20REISSUE).pdf)>.

		UNITED STATES DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. Census Bureau Washington, DC 20233-0001
<p>This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-1346.</p>		
<p>April 26, 2005</p>		
<p>2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES</p>		
<p>No. 2 (2nd reissue)</p>		
MEMORANDUM FOR	Distribution	
From:	Preston Jay Waite <i>[signed]</i> Associate Director for Decennial Census	
Subject:	Revision to Official Program Names	
<p>This memorandum is being re-issued to document revisions to official program names relating to the next decennial census. One intent is to clarify differences between our existing budget subactivity name, the name for the overall effort, and the name for the 2010 Census component of that effort.</p>		
<ul style="list-style-type: none"> The official name for the overall effort is now the 2010 Decennial Census Program. Note that this is singular, not plural. This replaces the previous official name of Reengineered Census of Population and Housing. To be consistent with this change, we will change our official budget subactivity name from 2010 Decennial Census to 2010 Decennial Census Program. If possible we will make this change beginning with our FY 2007 budget request. This budget subactivity will remain within the "Demographic Statistics Programs" budget activity. When presenting information about the 2010 Decennial Census Program reengineering effort, there still will be times when it is important to differentiate between the three major components of that effort. In those situations, the following names should still be used: <ul style="list-style-type: none"> American Community Survey (ACS) MAF/TIGER Enhancements Program (MTEP) 2010 Census 		

Memo No. 15

2010 Decennial Census Program Decision Memorandum Series

September 29, 2006

Memo No. 15

Subject: 2010 Census logo for the American Indian and Alaska Native (AIAN) population

The 2010 Census Decision Memo No. 15 is on the DMD Portal at <http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20Decision%20Memo%2015.pdf>.



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20333-0001

This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-3770.

September 29, 2006

2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES

No. 15

MEMORANDUM FOR Distribution

From: Preston Jay Waite *[signed]*
Associate Director for Decennial Census

Subject: 2010 Census American Indian and Alaska Native Logo

This memorandum is being issued to document the approved 2010 Census logo for the American Indian and Alaska Native population. This logo may be used for publications produced for the American Indian and Alaska Native population. The official logo appears below:



This is the same logo that was used in Census 2000, with “2010” added in place of “2000” and with a trademark (™) symbol. Divisions may add text and graphics (but not another logo) alongside or beneath this logo for the purposes of identifying specific components or operations in regards to the American Indian and Alaska Native population.

External users wishing to use the 2010 Census logo must register by calling the Census Bureau’s Public Information Office at (301) 763-3691. Registered users will receive guidelines and graphical files for their use. In addition, registered users cannot share these files with other entities.

Memo No. 19


2010 Decennial Census Program Decision Memorandum Series

June 14, 2007

Memo No. 19

Subject: 2010 Census Logos for Puerto Rico, the U.S. Virgin Islands, Pacific Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands

The 2010 Census Decision Memo No. 19 is on the DMD Portal at <http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20Decision%20Memo%2019.pdf>.

		UNITED STATES DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. Census Bureau Washington, DC 20233-0001
<p>This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-3770.</p>		
<p>July 31, 2007</p>		
<p>2010 DECENNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES</p>		
<p>No. 19 (Reissue)</p>		
MEMORANDUM FOR	The Distribution List	
From:	Teresa Angucira <i>[signed]</i> Associate Director for Decennial Census	
Subject:	2010 Census Logos for Puerto Rico, the United States Virgin Islands, Pacific Islands, Guam, American Samoa, and the Commonwealth of Mariana Islands	
Contact Person:	James Dinwiddie Decennial Management Division, (301) 763-1346 Assistant Division Chief for Communications	
<p>This memorandum is being reissued to indicate the correct color code of the 2010 Census Puerto Rico Logo; to add the previously approved 2010 Census Pacific Islands Logo on the memorandum attachment, and to provide the accurate issuance date of the American Indian and Alaska Native logo memo. The original memorandum illustrated the approved 2010 United State Census logos for Puerto Rico, United States Virgin Islands, Pacific Islands, Guam, American Samoa, and the Commonwealth of Mariana Islands. These are the same logos that were used in Census 2000, with "2010" added in place of "2000". No changes were made to any of the logos in the previous version of this memorandum.</p>		
<p>This memorandum documents the following changes:</p>		
<ul style="list-style-type: none"> The color code of the 2010 Census Puerto Rico logo was changed to indicate the correct code- Pantone 2613c. The previously approved 2010 Census logo for the Pacific Islands has been added to the attachment in Red and Black colors. The release date of the 2010 American Indian and Alaska Native Logo memo was changed to reflect the correct date - September 29, 2006. 		

Support Type Styles

This section describes the supporting type styles for the 2010 Census logo.

Type style consistency, particularly on 2010 Census logo application materials, is essential for projecting a cohesive public image and recognizable design style.

The Lucida type family as a serif type style and the Lucida Sans type family as a sans serif type style have been selected as the preferred support type styles for the 2010 Census identity system. These type styles should be used for all text on materials using the 2010 Census logo. Shown here is a selection of available weights and styles of the Lucida and Lucida Sans type families. Selection of the appropriate typography style within this family will be left to the discretion of the art director or project manager.

Preferred serif type style

Lucida Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Preferred sans serif type style

Lucida Sans Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Lucida Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Lucida Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Lucida Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The Times Roman type family as a serif type style and the Helvetica type family as a sans serif type style have been selected as the alternate support type styles for the 2010 Census identity system when the Lucida or Lucida Sans type families are not available. A selection of available weights and styles are shown here. Selection of the appropriate typography style within the Times Roman and Helvetica families will be left to the discretion of the art director or project manager.

Alternate serif type style

Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate sans serif type style

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

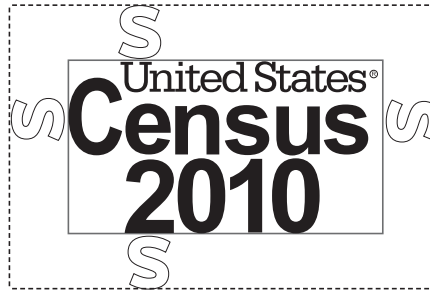
2010 Census Logo Standards

3.1

2010 Census Logo

The 2010 Census logo consists of the words “United States 2010 Census,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



United States®
Census
2010

IT'S IN OUR HANDS

2010 Census Colors

The 2010 Census logo is limited to two developed colors, Census red and black.

2010 Census black



Black
(Both coated and uncoated)

2010 Census red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

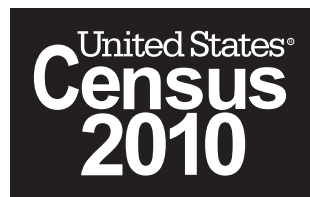
As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos



Reverse logos



Positive Logos with Tagline



IT'S IN OUR HANDS



IT'S IN OUR HANDS

Reproduction Sizes

The logo should not be used so small that the readability or reproduction quality is reduced.

A solid positive logo or reverse logo should be no smaller than 5/8" wide. See example below. Make sure the line screen is 133 or finer. If you want to use a coarser screen, make sure the logo is no smaller than 3/4" wide.

If a logo smaller than 5/8" is required, it must be approved by the Census 2010 Publicity Office (C2PO).

*Examples of
solid positive logos*



*Examples of
solid reverse logos*



Unacceptable Logo Usage

Do not enclose the logo or the logo type in other shapes.



Do not violate the logo clear zone.



Do not place logo over complex backgrounds.



Do not add or change typeface of logo type.



Do not abbreviate logo typeface or add other words.



Do not alter color from accepted standards.



Do not alter size or proportions of elements within the logo.



Do not use the logo without the 2010.



American Indian and Alaska Native (AIAN) Logo Standards

4.1

AIAN Logo

The AIAN logo consists of the words “United States 2010 Census” with two feathers encircling the words, displayed in the specific fonts that were created for this logo. No other font can be used to build the logo. This logo is for use on products and materials created for the AIAN population. The AIAN logo should never be used together with the 2010 Census logo on any material.

When the AIAN logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the outside of the circle created by the feathers) away from illustrations, photographs, rules, page edges, or other type.

Circles can be used in place of the “s” for measuring spacing around the logo, as long as the circles are the same height as the “s” as illustrated.



AIAN 2010 Logo Colors

The AIAN 2010 logo is limited to two developed colors, Census red and black, as defined earlier in this style guide.

Coated and uncoated paper stock swatches of the AIAN 2010 colors are provided in the back of this manual.

AIAN 2010 Census black



Black
(Both coated and uncoated)

AIAN 2010 Census red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

AIAN 2010 Logo Color Combinations

The AIAN 2010 logo combinations are to be used in the manner shown below only, solid black or red words and black feathers.

The logo can also be used in reverse, as solid white only, with a background no lighter than 60 percent color saturation.

Positive logos



Reverse logos



Unacceptable Logo Usage

Do not violate the logo clear zone.



Do not place logo over complex backgrounds.



Do not alter position of the feathers.



Do not add or change typeface of logo type.



Do not abbreviate logo typeface or add other words.



Do not alter color from accepted standards.



Do not alter size or proportions of elements within the logo.



Do not use the logo without the 2010.



Puerto Rico Logo Standards

5.1 English Version

5.1.1 2010 Census Puerto Rico Logo

The 2010 Census Puerto Rico logo consists of the words “2010 Census Puerto Rico,” as stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census Puerto Rico logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



Census[®]
2010
Puerto Rico

It's In Our Hands

2010 Census Puerto Rico Colors

The 2010 Census Puerto Rico logo is limited to two developed colors, 2010 Census Puerto Rico purple and black.

Coated and uncoated paper stock swatches of the 2010 Census Puerto Rico colors are provided in the back of this manual.

2010 Census Puerto Rico black



Black
(Both coated and uncoated)

2010 Census Puerto Rico purple



PANTONE® 2613C
(For coated paper stock)



PANTONE® 2613U
(For uncoated paper stock)



Process builds for
PANTONE® 2613
(For both coated and uncoated paper stock)

C: 63.0
M: 100.0
Y: 0.0
K: 15.0

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive and Reverse Logos

Although the preferred use of the logo is 2010 Census Puerto Rico purple or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census purple or black, whichever offers the most contrast between the stock and the logo.

Positive logos



Reverse logos



Positive logos with tagline



5.2

Spanish Version

5.2.1

Censo 2010 Puerto Rico Logo

The Censo 2010 Puerto Rico logo consists of the words “Censo 2010 Puerto Rico,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the Censo 2010 Puerto Rico logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Censo) away from illustrations, photographs, rules, page edges, or other type.



**Censo[®]
2010**
Puerto Rico

**Está En
Nuestras Manos**

Censo 2010 Puerto Rico Colors

The Censo 2010 Puerto Rico logos are limited to two developed colors, Censo 2010 Puerto Rico purple and black.

Coated and uncoated paper stock swatches of the Censo 2010 Puerto Rico colors are provided in the back of this manual.

Censo 2010 Puerto Rico black



Black
(Both coated and uncoated)

Censo 2010 Puerto Rico purple



PANTONE® 2613C
(For coated paper stock)



PANTONE® 2613U
(For uncoated paper stock)



Process builds for
PANTONE® 2613
(For both coated and uncoated paper stock)

C: 63.0
M: 100.0
Y: 0.0
K: 15.0

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive and Reverse Logos

Although the preferred use of the logo is 2010 Census Puerto Rico purple or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census purple or black, whichever offers the most contrast between the stock and the logo.

Positive logos

**Censo[®]
2010**
Puerto Rico

**Censo[®]
2010**
Puerto Rico

Reverse logos

**Censo[®]
2010**
Puerto Rico

**Censo[®]
2010**
Puerto Rico

Positive logos with tagline

**Censo[®]
2010**
Puerto Rico

**Está En
Nuestras Manos**

**Censo[®]
2010**
Puerto Rico

**Está En
Nuestras Manos**

Island Areas Logo Standards

6.1 U.S. Virgin Islands

6.1.1 2010 Census U.S. Virgin Island Logo

The 2010 Census U.S. Virgin Islands logo consists of the words “2010 Census U.S. Virgin Islands,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census U.S. Virgin Islands logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



**CensusTM
2010**
U.S. Virgin
Islands

It's In Our Hands

2010 Census U.S. Virgin Island Logo

The 2010 Census U.S. Virgin Islands logo is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census U.S. Virgin Islands colors are provided in the back of this manual.

2010 Census U.S. Virgin Islands black



Black
(Both coated and uncoated)

2010 Census U.S. Virgin Islands red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos with tagline

Census[®]
2010
U.S. Virgin
Islands

IT'S IN OUR HANDS

Census[®]
2010
U S Virgin
Islands

IT'S IN OUR HANDS

Reverse logos with tagline

Census[®]
2010
U.S. Virgin
Islands

IT'S IN OUR HANDS

Census[®]
2010
U.S. Virgin
Islands

IT'S IN OUR HANDS

6.2

Commonwealth of the Northern Mariana Islands

6.2.1

2010 Census Commonwealth of the Northern Mariana Islands Logo

The 2010 Census Commonwealth of the Northern Mariana Islands logo consists of the words “2010 Census Commonwealth of the Northern Mariana Islands,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census Commonwealth of the Northern Mariana Islands logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



Census[®]
2010
Commonwealth of the
Northern Mariana Islands
IT'S IN OUR HANDS

2010 Census Commonwealth of the Northern Mariana Islands Colors

The 2010 Census Commonwealth of the Northern Mariana Islands is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census Commonwealth of the Northern Mariana Islands colors are provided in the back of this manual.

2010 Census Commonwealth of the Northern Mariana Islands black



Black
(Both coated and uncoated)

2010 Census Commonwealth of the Northern Mariana Islands red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos with tagline

**Census[®]
2010**
Commonwealth of the
Northern Mariana Islands

IT'S IN OUR HANDS

**Census[®]
2010**
Commonwealth of the
Northern Mariana Islands

IT'S IN OUR HANDS

Reverse logos with tagline

**Census[®]
2010**
Commonwealth of the
Northern Mariana Islands

IT'S IN OUR HANDS

**Census[®]
2010**
Commonwealth of the
Northern Mariana Islands

IT'S IN OUR HANDS

6.3

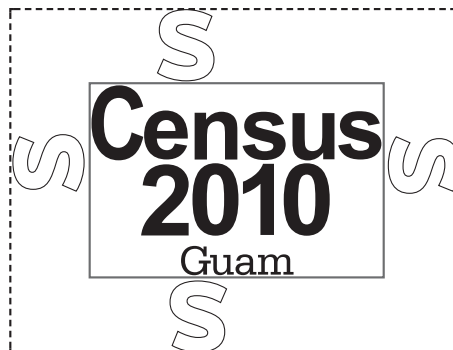
Guam

6.3.1

2010 Census Guam Logo

The 2010 Census Guam logo consists of the words “2010 Census Guam,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census Guam logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



Census[®]
2010
Guam

IT'S IN OUR HANDS

2010 Census Guam Colors

The 2010 Census Guam logo is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census Guam colors are provided in the back of this manual.

2010 Census Guam black



Black
(Both coated and uncoated)

2010 Census Guam red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos with tagline



Reverse logos with tagline



6.4

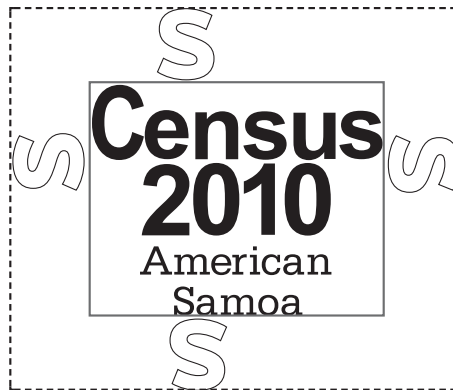
American Samoa

6.4.1

2010 Census American Samoa Logo

The 2010 Census American Samoa logo consists of the words “2010 Census American Samoa,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census American Samoa logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



Census[®]
2010
American
Samoa

IT'S IN OUR HANDS

2010 Census American Samoa Colors

The 2010 Census American Samoa logo is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census American Samoa colors are provided in the back of this manual

2010 Census American Samoa black



Black
(Both coated and uncoated)

2010 Census American Samoa red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos with tagline



Reverse logos with tagline



6.5

Pacific Islands

6.5.1

2010 Census Pacific Islands Logo

The 2010 Census American Samoa logo consists of the words “2010 Census American Samoa,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census American Samoa logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



Census[®]
2010
Pacific Islands
IT'S IN OUR HANDS

2010 Census Pacific Islands Colors

The 2010 Census Pacific Islands logo is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census Pacific Islands colors are provided in the back of this manual.

2010 Census Pacific Islands black



Black
(Both coated and uncoated)

2010 Census Pacific Islands red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

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Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos

**Census[®]
2010**
Pacific Islands
IT'S IN OUR HANDS

**Census[®]
2010**
Pacific Islands
IT'S IN OUR HANDS

Reverse logos

**Census[®]
2010**
Pacific Islands
IT'S IN OUR HANDS

**Census[®]
2010**
Pacific Islands
IT'S IN OUR HANDS

Asian Language Logo Standards

7.1

2010 Census Asian Language Logos

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's Asian Language target markets.

When one of the Asian Language 2010 logos are used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

These are both examples of some Asian Language 2010 logos.



全靠您我掌握

Chinese



私たちの協力から始まります。

Japanese

2010 Census Asian Language Colors

The Asian Language 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

Asian Language 2010 logo black



Black
(Both coated and uncoated)

Asian Language 2010 logo red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

These are examples of some Asian Language 2010 positive logos.



Chinese

Japanese



Korean

Vietnamese

Reverse Logos

These are examples of some Asian Language 2010 reverse logos.

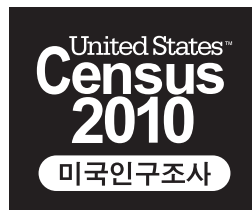
Chinese



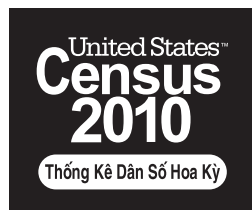
Japanese



Korean



Vietnamese



These are examples of some Asian Language 2010 tagline logos.

	<i>Positive</i>		<i>Reverse</i>	
<i>Chinese</i>				
<i>Japanese</i>				
<i>Korean</i>				
<i>Vietnamese</i>				

Emerging Market Logo Standards

8.1

2010 Census Emerging Market Logos

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's emerging target markets.

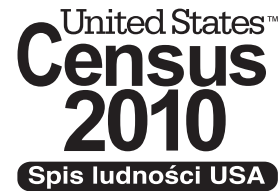
When one of the emerging market 2010 logos is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

These are both examples of some Emerging Market 2010 logos.



بين أيدينا

Arabic



Jest w naszych rękach

Polish

2010 Census Emerging Market Colors

The emerging market 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

Emerging Market 2010 logo black



Black
(Both coated and uncoated)

Emerging Market 2010 logo red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the lo.

These are examples of some Emaerging Market 2010 positive logos.



Arabic



Polish

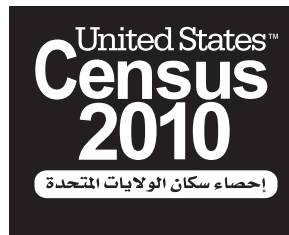


Russian



Reverse Logos

These are examples of some Emerging Market 2010 reverse logos.



Arabic















Polish



Russian



These are examples of some Emerging Language 2010 tagline logos.

	<i>Positive</i>		<i>Reverse</i>	
<i>Arabic</i>				
	بين أيدينا	بين أيدينا	بين أيدينا	بين أيدينا
<i>Polish</i>				
	Jest w naszych rękach	Jest w naszych rękach	Jest w naszych rękach	Jest w naszych rękach
<i>Russian</i>				
	Это в наших руках	Это в наших руках	Это в наших руках	Это в наших руках

Legacy Language Logo Standards

9.1

2010 Census Legacy Language Logos

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's in-language audiences.

When one of the legacy language 2010 logos is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

These are both examples of some In-Language 2010 logos with tagline.

United States
**Census
2010**

Recensement des États-Unis 2010

C'EST ENTRE NOS MAINS

French

United States
**Census
2010**

Vereinigte Staaten
Volkszählung 2010

ES LIEGT IN UNSEREN HÄNDEN

German

United States
**Census
2010**

Η Απογραφή Πληθυσμού
Ηνωμένων Πολιτειών του 2010

Από εμάς εξαρτάται

Greek

2010 Census Legacy Language Colors

The legacy language 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

Legacy Language 2010 logo black



Black
(Both coated and uncoated)

Legacy Language 2010 logo red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the lo.

These are examples of some Legacy Language 2010 positive logos.



Reverse Logos

These are examples of some Legacy Language 2010 reverse logos with tagline.

<p>United States Census 2010 Recensement des États-Unis 2010 C'EST ENTRE NOS MAINS</p>	French	<p>United States Census 2010 Recensement des États-Unis 2010 C'EST ENTRE NOS MAINS</p>
<p>United States Census 2010 Vereinigte Staaten Volkszählung 2010 ES LIEGT IN UNSEREN HÄNDEN</p>	German	<p>United States Census 2010 Vereinigte Staaten Volkszählung 2010 ES LIEGT IN UNSEREN HÄNDEN</p>
<p>United States Census 2010 Η Απογραφή Πληθυσμού Ηνωμένων Πολιτειών του 2010 Από εμάς εξαρτάται</p>	Greek	<p>United States Census 2010 Η Απογραφή Πληθυσμού Ηνωμένων Πολιτειών του 2010 Από εμάς εξαρτάται</p>
<p>United States Census 2010 Stati Uniti Censimento 2010 È TUTTO NELLE NOSTRE MANI</p>	Italian	<p>United States Census 2010 Stati Uniti Censimento 2010 È TUTTO NELLE NOSTRE MANI</p>
<p>United States Census 2010 פֿאַראײניקטע שטאַטן צענזוס 2010 אין אונדזערע הענט ליגט עס</p>	Yiddish	<p>United States Census 2010 פֿאַראײניקטע שטאַטן צענזוס 2010 אין אונדזערע הענט ליגט עס</p>

In-Language Logo Standards

10.1

2010 Census In-Language Logos

In February 2009, the American Recovery and Reinvestment Act of 2009 provided additional funds that allowed the creation of 14 additional In-Language logo to be used to target minority markets.

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's minority in-language audiences.

When one of the In-language 2010 logos is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

These are both examples of some In-Language 2010 logos with tagline.

United States
**Census
2010**

ԱՄՆ ՄԱՐԿԱՆԻ ՍԵՆՍԱՐ-2010

ԱՅՆ ՄԵՐ ԶԵՆՈՔՈՒՄ Է

Armenian

United States
**Census
2010**

মার্কিন যুক্তরাষ্ট্রের সেন্সাস

এটি আমাদের দায়িত্ব

Bengali

United States
**Census
2010**

ایالات متحده آمریکا

سرشماری سال ۲۰۱۰ در دشتان ماس

Farsi

United States
**Census
2010**

अमरीकी सेंसस

हमारा भविष्य हमारे हाथ

Hindi

United States
**Census
2010**

HAMAARA BHAVISHYA,
HAMAARE HAATH

Hinglish

United States
**Census
2010**

ESTÁ NAS NOSSAS MÃOS

Portugese

United States
**Census
2010**

NASA ATING MGA KAMAY

Tagalog

2010 Census In-Language Colors

The In-Language 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

In-Language 2010 logo black



Black
(Both coated and uncoated)

In-Language 2010 logo red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

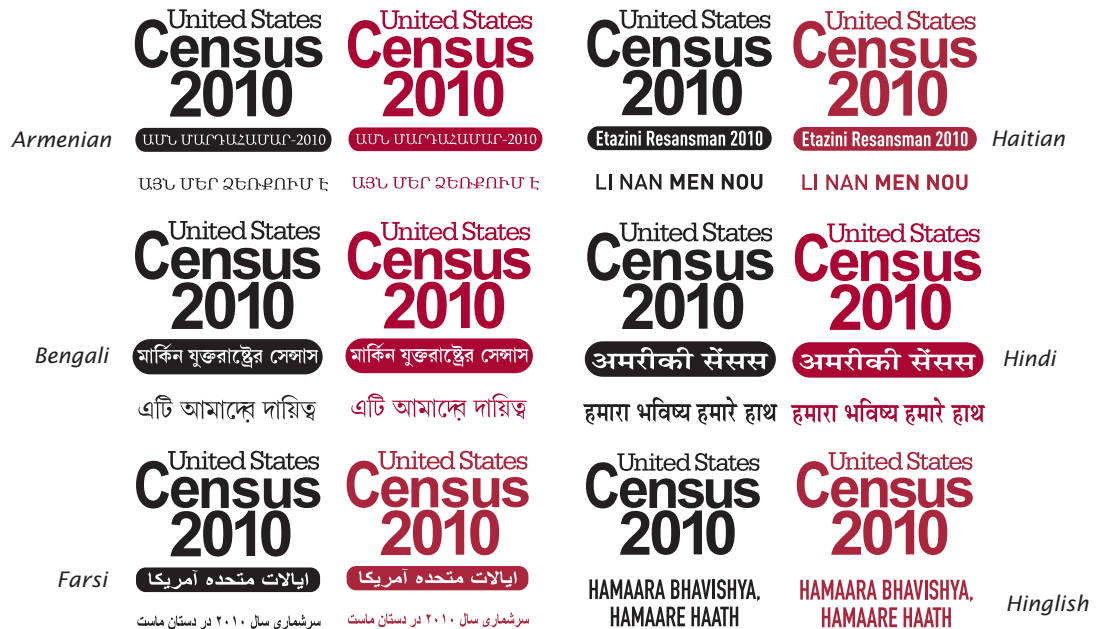
Positive Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the lo.

These are examples of some In-Language 2010 positive logos with tagline.







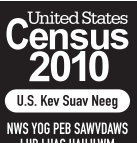
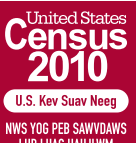








10.3

Hmong	United States Census 2010 U.S. Kev Suav Neeg NWS YOG PEB SAWYDAWS LUB LUAG HAUJLWM	United States Census 2010 U.S. Kev Suav Neeg NWS YOG PEB SAWYDAWS LUB LUAG HAUJLWM	United States Census 2010 NASA ATING MGA KAMAY	United States Census 2010 NASA ATING MGA KAMAY	Tagalog
Khmer	United States Census 2010 ចំរើនរូបជាជនសហរដ្ឋ គឺពឹងពើលើឯងទាំងព្រៃ	United States Census 2010 ចំរើនរូបជាជនសហរដ្ឋ គឺពឹងពើលើឯងទាំងព្រៃ	United States Census 2010 การสำรวจสำมะโน ประชากรสหรัฐฯ อนาคตขึ้นอยู่กับเรา	United States Census 2010 การสำรวจสำมะโน ประชากรสหรัฐฯ อนาคตขึ้นอยู่กับเรา	Thai
Laotian	United States Census 2010 ສຳມະໄນຕົວຂອງ ສະຫະລັດອາເມຣິກາ ມັນຢູ່ໃນຄວາມຮັບຜິດຊອບ ຂອງພວກເຮົາທຸກຄົນ	United States Census 2010 ສຳມະໄນຕົວຂອງ ສະຫະລັດອາເມຣິກາ ມັນຢູ່ໃນຄວາມຮັບຜິດຊອບ ຂອງພວກເຮົາທຸກຄົນ	United States Census 2010 Перепис населения в США Усе в наших руках	United States Census 2010 Перепис населения в США Усе в наших руках	Ukrainian
Portuguese	United States Census 2010 ESTÁ NAS NOSSAS MÃOS	United States Census 2010 ESTÁ NAS NOSSAS MÃOS	United States Census 2010 مردم شماری. امریکہ یہ ہمارے اختیار میں ہے۔	United States Census 2010 مردم شماری. امریکہ یہ ہمارے اختیار میں ہے۔	Urdu

Reverse Logos

These are examples of some In-Language 2010 tagline logos with tagline.

	Reverse	Reverse	
Armenian			Bengali
Farsi			Haitian
Hindi			Hinglish
Hmong			Khmer
Laotian			Portuguese
Tagalog			Thai
Ukrainian			Urdu

Email Designation

Several email designations have been designed to be used by Census employees to increase the public's awareness of the 2010 Census Website and social media partners links.

Example 1:

U.S. DEPARTMENT OF COMMERCE
U.S. Census Bureau
Washington, D.C. 20233

Jane Doe
Program Analyst, Communications & Coordination
Census 2010 Publicity Office (C2PO)

Phone: (301) xxx-xxxx
Fax: (301) xxx-xxxx
E-mail: Jane.doe@census.gov



Example 2:

Jane Doe
Census 2010 Publicity Office
Program Analyst, Communications & Coordination
301-xxx-xxxx - Office
301-xxx-xxxx - Fax
Room: 8HXXX



Read the 2010 Census Blog, connect with us on Facebook, Twitter and YouTube to get more tips, or visit our 2010 Census site.

Business Card Guidelines

A format has been designed for the Census Bureau that contains the 2010 Census logo along with the Census Bureau wordmark. In addition, a format has been designed for the AIAN logo with the Census Bureau wordmark. This is the set format for the Census Bureau and its subsidiaries and must not be deviated from. For specifications of logos, type styles, and type sizes, refer to the Census Bureau's Corporate Identity guidelines. The specific tag line will be added in future editions.

Business card examples

 <p>U.S. DEPARTMENT OF COMMERCE U.S. Census Bureau Washington, DC 20233</p> <p>Name Title, Branch Division</p> <p>Phone: 301-763-XXXX Fax: 301-763-XXXX E-mail: census.employee@census.gov</p> <p>USCENSUSBUREAU</p>	 <p>U.S. DEPARTMENT OF COMMERCE U.S. Census Bureau Street Address City, State, Zip</p> <p>Name Title, Branch Division</p> <p>Phone: XXX-XXX-XXXX Fax: XXX-XXX-XXXX E-mail: census.employee@census.gov</p> <p>USCENSUSBUREAU</p>
<i>HQ standard</i>	<i>RO standard</i>
 <p>U.S. DEPARTMENT OF COMMERCE U.S. Census Bureau Washington, DC 20233</p> <p>A. Census Employee Title, Branch Division</p> <p>Phone: 301-763-XXXX Fax: 301-763-XXXX E-mail: census.employee@census.gov</p> <p>USCENSUSBUREAU</p>	 <p>U.S. DEPARTMENT OF COMMERCE U.S. Census Bureau Street Address City, State, Zip</p> <p>A. Census Employee Title, Branch Division</p> <p>Phone: XXX-XXX-XXXX Fax: XXX-XXX-XXXX E-mail: census.employee@census.gov</p> <p>USCENSUSBUREAU</p>
<i>HQ standard 2010</i>	<i>RO standard 2010</i>
 <p>U.S. DEPARTMENT OF COMMERCE U.S. Census Bureau Washington, DC 20233</p> <p>A. Census Employee Title, Branch Division</p> <p>Phone: 301-763-XXXX Fax: 301-763-XXXX E-mail: census.employee@census.gov</p> <p>USCENSUSBUREAU</p>	 <p>U.S. DEPARTMENT OF COMMERCE U.S. Census Bureau Street Address City, State, Zip</p> <p>A. Census Employee Title, Branch Division</p> <p>Phone: XXX-XXX-XXXX Fax: XXX-XXX-XXXX E-mail: census.employee@census.gov</p> <p>USCENSUSBUREAU</p>
<i>AIAN HQ standard 2010</i>	<i>AIAN RO standard 2010</i>

Footnote: All other Census Bureau Stationery, i.e., letterhead, envelope, fax coversheets, must follow the guidelines set by the Census Bureau's Corporate Identity guidelines. See the Census Bureau's Web site at <http://www.acsd.census.gov/services/Publications_Printing_and_Graphics_Design_Services/ppf_home.htm> and <www.lighthousestore.org> for more information.

Marketing and Advertising

Like print advertising, brochure, factsheet, and poster design will always require a wide range of design and layout solutions in order to meet ever-changing communication requirements. Specific design standards, typesetting specifications, and other guidelines used by many other print applications in this manual will not apply. However, it is essential that all logos use guidelines discussed in sections 2.0 and 3.0 of this manual be followed to ensure effective and proper use of identity.

Always establish the minimum clear zone around the logo as diagrammed on page 10. The logo should be positioned so that it complements the overall ad layout. A tastefully sized logo should be used. Oversizing should be avoided.

The logo should appear in full color whenever possible. Four-color process reproduction will likely be used in print advertising. Always use the four-color process formulas provided on page 11 of this manual.

13.1

Brochure

13.1.1

Brochure Examples With the 2010 Census Logo and U.S. Census Bureau Wordmark Together

The following are examples of how the 2010 Census logo and the U.S. Census Bureau wordmark could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.



Brochure Cover Examples With the AIAN 2010 Logo and U.S. Census Bureau Wordmark Together

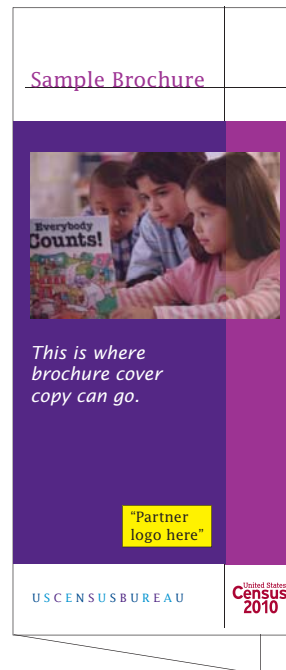
The following are examples of how the AIAN 2010 Census logo could be used with the Census Bureau wordmark.

Remember that these are merely examples, so always take into consideration the guidelines set for the 2010 Census logo, the AIAN logo, and the Census Bureau wordmark.



13.1.3

Brochure Cover Examples With the 2010 Census Logo or AIAN Logo and Another Logo Together



Brochure Cover Examples With In-Language 2010 Census Logo

Chinese

如果以下網頁，您是否覺得社區的生活更美好：

- 您可以使用新的轉運、老人和/或、殘疾者運輸服務並免費可以獲得更好的轉運服務
- 您必須可以證明您的年齡和身份以及您的中心學區
- 請向有關的運輸服務或您的公共交通便利。您上下的運輸服務您的安全
- 您有便於的機會採辦，開始您更多的服務商業

2030年人口將會以較現時數目每年增加4,000個美芝路鄰近
月灣兩地居民沒有居住空間。政府希望按照人口密度來重新分配
資源和地力以作未來進行社區所需要的改善。您從2030年人口調查
中得到的資料有助您監察安全問題。您生活不同其他居民所獲機會。

您社區的未來
您家庭的未來，您的未來。

美國政府於1990年以來，每10年舉行一次人口普查。它向美國提供了一個美國人居住的地點和時間。出於這個目的，它需要知道，這是在以前或以後的人口普查表之一，90個最常見問題，僅需時30分鐘即可完成。在特殊情況下，它可以由地方、州和聯邦政府於人口調查的代辦處。自從2010年人口普查表開始，數百萬安全、價格低廉和簡單。

參與2010人口普查，您可幫助自己 and 對您非常重要的人創造
美好的未來。



Arabic



Spanish

La vida en su comunidad, ¿sería mejor si:

- ¿alguien hubiera accedido a centros para niños, niñas, menores, hospitales o mejores servicios de salud para familiares enfermos o de edad avanzada?
- ¿sus niños/puñeros estudiar en escuelas y centros de cuidado infantil? ¿nombres o reconocidos?
- su viaje diario al trabajo tenía más seguro y menos congestionado gracias a mejores camiones o más opciones de transporte público?
- sus proveedores locales de servicios de emergencia habíanse mejorado actualizados para asegurar una reacción más rápida?
- sus mercados locales tenían una mejor forma de entregar mercancía y servicios a su comunidad?



**POR EL BIEN DE:
SU COMUNIDAD
SU PAÍS
SU FUTURO**

EL COMIO DEL 2016 UN PASEL EN LA PUEBLA DE LOS ESTADOS UNIDOS. COMUNITAS LA PUEBLA DE LOS ESTADOS UNIDOS EN UN MOMENTO HISTORICO. ESTE COMIO HISTORICO COMUNITAS COMO NUESTRO.

El gobierno federal distribuye más de \$400 mil millones de dólares anualmente a gobiernos estatales, locales y tribales basados en los datos del censo. El cuestionario del Censo del 2010, uno de los más cortos de la historia, tiene 10 preguntas y tomará entre 10 y 15 minutos. Usar un cuestionario del Censo es fácil, es importante y es confidencial. Su participación es vital.

Al participar en el Censo, ayudarás a crear un mejor futuro para todos y nos cuentas tus ideas.

Para avanzar, lo tenemos que enviar.

Cause un impacto positivo en su comunidad: hágase contar en el 2013.
 Únete y divulga tu cuestionario del Censo del 2013.

Para más información, visite

Es fácil, importante y confidencial.
Su información es vital.



13.2

13.2.1

Factsheet

Factsheet Cover Examples With the 2010 Census Logo or AIAN Logo and U.S. Census Bureau Wordmark Together

The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.

2010 Census examples

United States 2010 Census

Fayetteville and Eastern North Carolina
(Post-county region of Chatham, Cumberland, Harnett, Jones, Leno, Montgomery, Wayne, Richmond and Johnston)

The 2010 Census Direct Rehearsal is the last opportunity for the Census Bureau to preview the overall design of the 2010 Census. While we have tested certain parts of the design, the direct rehearsal will fine-tune details to see how well all of the pieces fit together.

The city of Fayetteville, N.C., and the surrounding nine-county area were selected for the direct rehearsal primarily because it has a mix of urban, suburban and rural areas and has two large military bases (Fort Bragg and Pope Air Force Base).

San Joaquin County, Calif., also was selected by the Census Bureau to participate in the 2010 Census Direct Rehearsal.

What You Need to Know

- Most households in the direct rehearsal site will receive a census questionnaire to be mailed. Some may have questionnaires delivered to their residences by census workers. Responses are asked to complete the form and return them by mail.
- Census workers will visit households that do not return a completed questionnaire.
- Keeping answers confidential is the Census Bureau's highest priority—a commitment that is backed by one of the strongest confidentiality laws in the United States.

"Participating in the 2010 Census Direct Rehearsal will help the Census Bureau produce more accurate counts of the people and housing units in your community and across the nation in 2010."

—Louis Kincannon,
Director of the U.S. Census Bureau

San Joaquin County, California

The 2010 Census Direct Rehearsal is the last opportunity for the Census Bureau to preview the overall design of the 2010 Census. While we have tested certain parts of the design, the direct rehearsal will fine-tune details to see how well all of the pieces fit together.

San Joaquin County was selected as one of only two direct rehearsal sites in the country primarily because it is an urban area with a multilingual population and has an assessment of group quarters housing.

A nine-county area surrounding Fayetteville, N.C., also was selected by the Census Bureau to participate in the 2010 Census Direct Rehearsal.

What You Need to Know

- Most households in the direct rehearsal site will receive a census questionnaire to be mailed. Some may have questionnaires delivered to their residences by census workers. Responses are asked to complete the form and return them by mail.
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"Participating in the 2010 Census Direct Rehearsal will help the Census Bureau produce more accurate counts of the people and housing units in your community and across the nation in 2010."

—Louis Kincannon,
Director of the U.S. Census Bureau

U.S. Department of Commerce
Economic and Statistics Administration
1600 L Street, NE
Washington, DC 20002-4302

Census 2010

Building Partnerships
United States 2010 Census
Your help is essential

In preparation for the 2010 Census, the U.S. Census Bureau selected Travis County as one of only two sites for the 2010 Census Test. With its reputation as a technology center, its rapidly growing and diverse population, and its variety of housing, Travis County is an ideal testing ground for the 2010 Census Test.

Partners helped the Census Bureau conduct a successful Census 2010, and we will again need our partners' help in Travis County to successfully complete the 2010 Census Test.

Local governments, community organizations, businesses, and the media in Travis County can help spread the word about the 2010 Census Test and encourage everyone to participate.

What you can do:

- Local governments, community organizations, and neighborhood groups can:
 - Recruit census workers.
 - Distribute and distribute census materials.
 - Provide space for public service announcements.
 - Provide coverage of census activities and operations.
 - Follow up on media personalities to take part in the census promotional activities.
- Businesses can:
 - Display and distribute census materials.
 - Provide space for public service announcements.
 - Provide coverage of census activities and operations.
 - Follow up on media personalities to take part in the census promotional activities.

U.S. Department of Commerce
Economic and Statistics Administration
1600 L Street, NE
Washington, DC 20002-4302

Census 2010

AIAN examples

United States 2010 Census

San Joaquin County, California

The 2010 Census Direct Rehearsal is the last opportunity for the Census Bureau to preview the overall design of the 2010 Census. While we have tested certain parts of the design, the direct rehearsal will fine-tune details to see how well all of the pieces fit together.

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A nine-county area surrounding Fayetteville, N.C., also was selected by the Census Bureau to participate in the 2010 Census Direct Rehearsal.

What You Need to Know

- Most households in the direct rehearsal site will receive a census questionnaire to be mailed. Some may have questionnaires delivered to their residences by census workers. Responses are asked to complete the form and return them by mail.
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"Participating in the 2010 Census Direct Rehearsal will help the Census Bureau produce more accurate counts of the people and housing units in your community and across the nation in 2010."

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 - Provide coverage of census activities and operations.
 - Follow up on media personalities to take part in the census promotional activities.

U.S. Department of Commerce
Economic and Statistics Administration
1600 L Street, NE
Washington, DC 20002-4302


Census 2010

Factsheet Cover Examples With the 2010 Census Logo or AIAN Logo and Another Logo Together

2010 Census example

United States 2010 Census Fayetteville and Eastern North Carolina <i>(Nine county region of Chatham, Cumberland, Harnett, Hoke, Lee, Montgomery, Moore, Richmond and Scotland)</i>		Revised August 2006 Fayetteville & Surrounding Area Quick Facts																
<p>The 2008 Census Dress Rehearsal is the last opportunity for the Census Bureau to preview the overall design of the 2010 Census. While we have tested certain parts of the plan, the dress rehearsal will fine-tune methods to see how well all of the pieces fit together.</p> <p>The city of Fayetteville, N.C., and the surrounding nine-county area were selected for the dress rehearsal primarily because it has a mix of urban, suburban and rural areas and has two large military bases (Fort Bragg and Pope Air Force Base).</p> <p>San Joaquin County, Calif., also was selected by the Census Bureau to participate in the 2008 Census Dress Rehearsal.</p>		<p>Population Fayetteville area 710,156 U.S. 281,421,906</p> <p>Percentage of Population by Race</p> <p>Fayetteville area</p> <table border="1"> <tr><td>Other race</td><td>4%</td></tr> <tr><td>Asian</td><td>2%</td></tr> <tr><td>Black</td><td>1%</td></tr> <tr><td>White</td><td>93%</td></tr> </table> <p>U.S.</p> <table border="1"> <tr><td>Other race</td><td>6%</td></tr> <tr><td>Asian</td><td>1%</td></tr> <tr><td>Black</td><td>12%</td></tr> <tr><td>White</td><td>81%</td></tr> </table> <p><small>* American Indian and Alaska Native</small></p> <p>Hispanic Origin: Percentage of Population Fayetteville area 6.6% U.S. 12.5%</p> <p>Percentage of Population Age 5+ Who Speak Spanish at Home Fayetteville area 5.7% U.S. 10.0%</p> <p>Housing Units Fayetteville area 294,690 U.S. 113,904,441</p> <p>Population in Group Quarters Fayetteville area 29,400 U.S. 5,778,633</p> <p><small>Source: Census 2000</small></p>	Other race	4%	Asian	2%	Black	1%	White	93%	Other race	6%	Asian	1%	Black	12%	White	81%
Other race	4%																	
Asian	2%																	
Black	1%																	
White	93%																	
Other race	6%																	
Asian	1%																	
Black	12%																	
White	81%																	
<p>What You Need to Know</p> <ul style="list-style-type: none"> Most households in the dress rehearsal site will receive a census questionnaire in the mail. Some may have questionnaires delivered to their residence by a census worker. Respondents are asked to complete the forms and return them by mail. Census workers will visit households that do not return a completed questionnaire. Keeping answers confidential is the Census Bureau's highest priority—a commitment that is backed by one of the strongest confidentiality laws in the United States. <p>Participating in the 2008 Census Dress Rehearsal will help the Census Bureau produce more accurate counts of the people and housing units in your community and across the nation in 2010.</p> <p>—Louis Kincannon, Director of the U.S. Census Bureau</p> <p>"Partner logo here"</p>		<p>U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU DHS-1100 (8-06)</p> <p>2010 Census</p>																

AIAN example

United States 2010 Census San Joaquin County, California		Revised April 2006 San Joaquin County Quick Facts																
<p>Cal #emia</p>  <p>The 2008 Census Dress Rehearsal is the last opportunity for the Census Bureau to preview the overall design of the 2010 Census. While we have tested certain parts of the plan, the dress rehearsal will fine-tune methods to see how well all of the pieces fit together.</p> <p>San Joaquin County was selected as one of only two dress rehearsal sites in the nation primarily because it is an urban area with a multilingual population and has an assortment of group quarters housing.</p> <p>A nine-county area surrounding Fayetteville, N.C., also was selected by the Census Bureau to participate in the 2008 Census Dress Rehearsal.</p>		<p>Population San Joaquin 263,298 U.S. 281,421,906</p> <p>Percentage of Population by Race</p> <p>San Joaquin</p> <table border="1"> <tr><td>Other race</td><td>17%</td></tr> <tr><td>Asian</td><td>11%</td></tr> <tr><td>Black</td><td>7%</td></tr> <tr><td>White</td><td>65%</td></tr> </table> <p>U.S.</p> <table border="1"> <tr><td>Other race</td><td>6%</td></tr> <tr><td>Asian</td><td>1%</td></tr> <tr><td>Black</td><td>12%</td></tr> <tr><td>White</td><td>81%</td></tr> </table> <p><small>* American Indian and Alaska Native</small></p> <p>Hispanic Origin: Percentage of Population San Joaquin 30.3% U.S. 12.5%</p> <p>Percentage of Population Age 5+ Who Speak Spanish at Home San Joaquin 19.5% U.S. 10.0%</p> <p>Housing Units San Joaquin 188,140 U.S. 113,904,441</p> <p>Population in Group Quarters San Joaquin 18,771 U.S. 5,778,633</p> <p><small>Source: Census 2000</small></p>	Other race	17%	Asian	11%	Black	7%	White	65%	Other race	6%	Asian	1%	Black	12%	White	81%
Other race	17%																	
Asian	11%																	
Black	7%																	
White	65%																	
Other race	6%																	
Asian	1%																	
Black	12%																	
White	81%																	
<p>What You Need to Know</p> <ul style="list-style-type: none"> Most households in the dress rehearsal site will receive a census questionnaire in the mail. Some may have questionnaires delivered to their residence by a census worker. Respondents are asked to complete the forms and return them by mail. Census workers will visit households that do not return a completed questionnaire. Keeping answers confidential is the Census Bureau's highest priority—a commitment that is backed by one of the strongest confidentiality laws in the United States. <p>Participating in the 2008 Census Dress Rehearsal will help the Census Bureau produce more accurate counts of the people and housing units in your community and across the nation in 2010.</p> <p>—Louis Kincannon, Director of the U.S. Census Bureau</p> <p>"Partner logo here"</p>		<p>U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU DHS-1100 (8-06)</p> <p>2010 Census</p>																

Factsheet Cover Examples With the 2010 Census Logo Alone

Children Dora Spanish Factsheet



¡Dora te recuerda que debes incluir a todos los pequeños exploradores en el Censo del 2010!

Los niños no se han contado correctamente en cada censo desde el primero en el 1790. Por favor, recuerda incluir a todos sus niños al completar el cuestionario del Censo del 2010.

¿Qué es el Censo de los Estados Unidos?
Cada 10 años, el gobierno reporta el número de personas que viven en los Estados Unidos llevando a cabo un censo llamado censo. Este censo es requerido por la Constitución de los Estados Unidos.


¿Quién debe ser contado?
Todo el mundo, incluyendo a los bebés. Todos los bebés, niños y adultos que viven en un hogar deben ser contados, independientemente de su nacionalidad, ciudadanía, raza, edad o sexo. Si usted tiene un bebé o niño pequeño en su hogar, asegure incluirlo en el censo.

¿Por qué es importante el censo?
Los datos del censo se utilizan para determinar el número de representantes que le corresponden a su estado en el Congreso de los Estados Unidos, así como la representación de su comunidad en la legislatura estatal. Los datos también se utilizan para distribuir más de \$400 mil millones en fondos federales cada año a las comunidades para establecer y mejorar las escuelas, los hospitales, las carreteras y los servicios para ancianos.

United States Censo 2010
10 PREGUNTAS, 10 MINUTOS PARA UNA MEJOR COMUNIDAD
2010census.gov/espanol

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Community Factsheet



The U.S. Census Bureau is issuing a call to action for every resident of our nation: **"BE COUNTED IN 2010."**

The Census: A Snapshot

- What:** The census is a count of everyone residing in the United States.
- Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day. More detailed socioeconomic information will be collected annually from a small percentage of the population through the **American Community Survey**.
- Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- How:** Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

A Complete Count: The Importance of Census Data

- Every year, the federal government can allocate more than \$400 billion to states and communities based, in part, on census data.
- Census data can be used for writing grant proposals.
- Community planners and governments rely on census data to determine where there is a need for additional social services and funding.
- Census data can help you estimate the number of potential volunteers in your community and the number of residents who may need your services.

2010 Census Questionnaire: Quick, Easy and Confidential

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

THE 2010 CENSUS IS IMPORTANT.

It determines the distribution of more than \$400 billion annually of government funding for critical community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

YOU CAN MAKE A DIFFERENCE.

As an influential community-based organization leader, you can ensure the people you represent are fully counted. With your help, the Census Bureau will continue to produce accurate data, which will directly affect the quality of life in your community.

COMMUNITY-BASED ORGANIZATIONS

U.S. DEPARTMENT OF COMMERCE
ECONOMIC DEVELOPMENT

Elected Official Factsheet



The U.S. Census Bureau is issuing a call to action for every resident of our nation: **"BE COUNTED IN 2010."**

The Census: A Snapshot

- What:** The census is a count of everyone residing in the United States.
- Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day. More detailed socioeconomic information will be collected annually from a small percentage of the population through the **American Community Survey**.
- Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- How:** Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

A Complete Count: The Importance of Census Data

- Every year, the federal government can allocate more than \$400 billion to states and communities based, in part, on census data.
- Census data guide planning for new hospitals, roads, job training centers, schools and more.
- Census data are used to determine the need for additional social services, block grants and other grant programs essential to many communities.
- Census data inform a diverse range of local initiatives, from justifying the need for an after-school program to designating urban revitalization areas.

2010 Census Questionnaire: Quick, Easy and Confidential

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

THE 2010 CENSUS IS IMPORTANT.

It determines the distribution of more than \$400 billion annually of government funding for critical community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

YOU CAN MAKE A DIFFERENCE.

As an influential elected official, you can raise awareness of and encourage participation in this historic event. By doing so, you can help your constituents receive their fair share of federal funds, census jobs and congressional representation.

ELECTED OFFICIALS

U.S. DEPARTMENT OF COMMERCE
ECONOMIC DEVELOPMENT

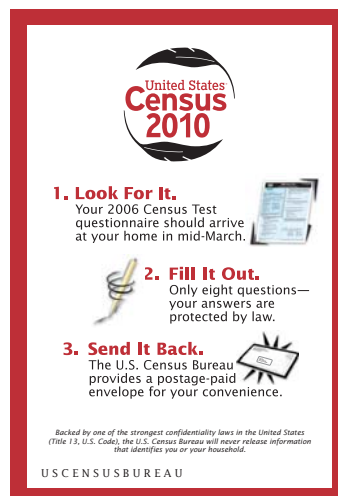
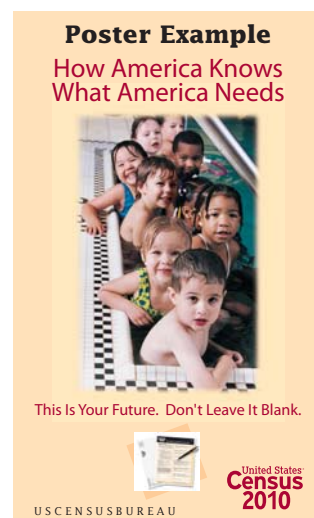
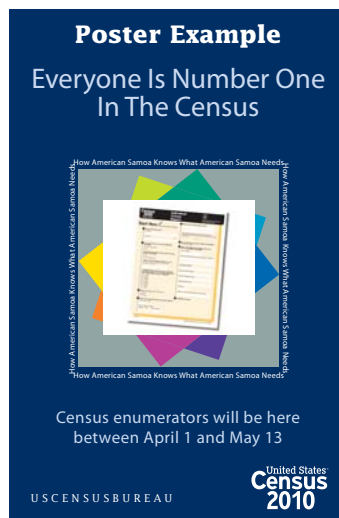
13.3

Poster

13.3.1

Poster Examples With the 2010 Census Logo or AIAN Logo and U.S. Census Bureau Wordmark Together

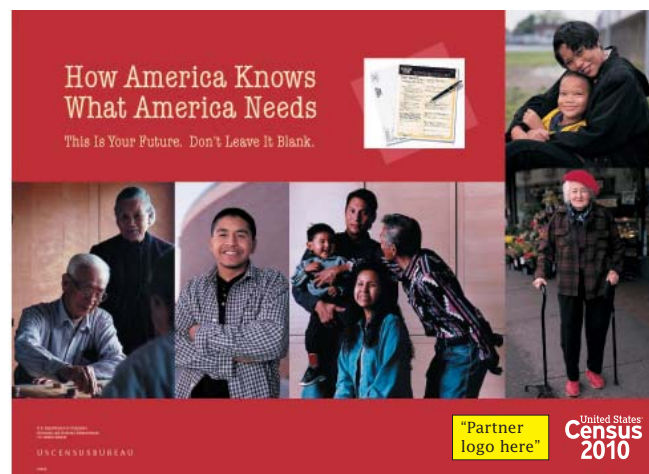
The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.



13.3.2

Poster Examples With the 2010 Census Logo or AIAN Logo and Another Logo Together

2010 Census example

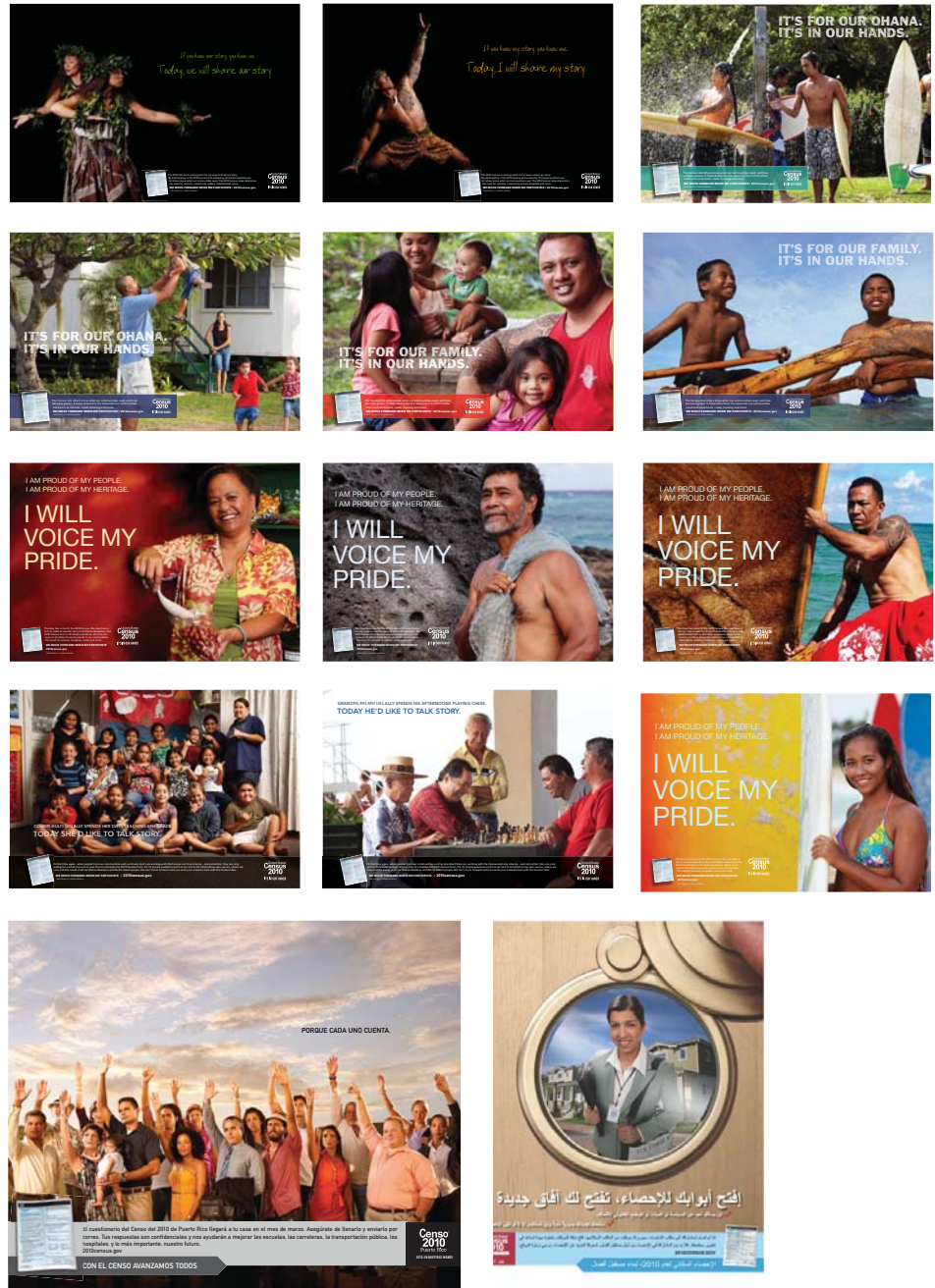


AIAN example



13.4

Paid Media Print Examples With the 2010 Census Logo and “It’s In Our Hands” Lockup.



2010 Census Dress Rehearsal

2010 Census Logo With the 2008 Census Dress Rehearsal Title

The 2010 Census logo should always appear to the left of the 2008 Census Dress Rehearsal title.

These are examples of 2010 Census logo placement on 2008 Dress Rehearsal materials.

United States[™]
Census 2010

2008 Dress Rehearsal
This is the official form for all the people at this address.
It is quick and easy, and your answers are protected by law.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

Use a blue or black pen.
Start here

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.
What is Person 1's name? Print name below.

United States[™]
Census 2010

2008 Dress Rehearsal
Transitory Location Questionnaire

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

ADDRESS INFORMATION

LCO State County Block

United States[™]
Census 2010

2008 Dress Rehearsal

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

This envelope contains your official
United States 2008 Dress Rehearsal questionnaire.

FOR

The Census Bureau is conducting the 2008 Dress Rehearsal. To ensure the accuracy of this Dress Rehearsal, it is important that everyone be counted. Please complete the enclosed questionnaire. Put the completed form in this envelope, seal, and

United States[™]
Census 2010

2008 Dress Rehearsal

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-3770.

February 8, 2006
2010 CENSUS TEST MEMORANDA SERIES
Chapter: 2008 Census Dress Rehearsal
No. 1

MEMORANDUM FOR Distribution List

From: Frank A. Vitano *[signed]*
Chief, Decennial Management Division

Subject: Official Titles for the Dress Rehearsal Scheduled for 2008

This memorandum documents the official titles of the program, sites and local census offices for the Dress Rehearsal scheduled for 2008. As of the date of this memorandum, please use these titles on all printed materials. Materials that were previously printed before this announcement with other than the official titles shown below may continue to be distributed until such quantity is exhausted.

Official Program Name

Long name: United States 2008 Census Dress Rehearsal
Short name: 2008 Census Dress Rehearsal

Site/Activity Names

California: The 2008 Census Dress Rehearsal of San Joaquin County, California
North Carolina: The 2008 Census Dress Rehearsal of Fayetteville and Eastern North Carolina

Local Census Office Names

California: Stockton Local Census Office
North Carolina: Fayetteville Local Census Office

Please refer any questions or concerns to Jim Dinwiddie or Pamela White on 301-763-3770.

2008 Census DR
memo No. 1

2008 Dress Rehearsal Examples

*Bilingual English/Spanish
Questionnaire*

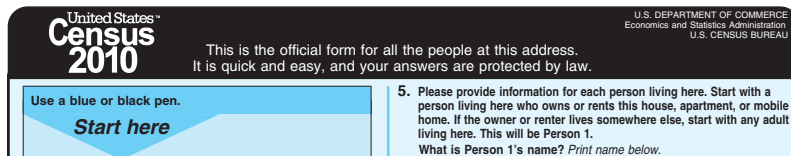
[illegible][illegible]

2010 Census Public Use Forms

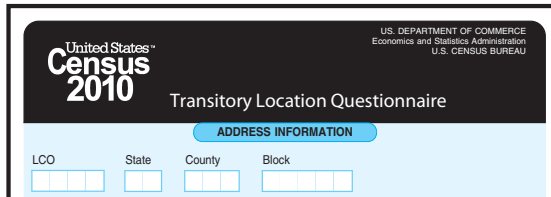
Questionnaire and Report

2010 Census Logo With Questionnaire and Report

The 2010 Census logo should always appear at the top and left of the questionnaire.



The image shows the top header of a 2010 Census questionnaire. On the left is the "United States Census 2010" logo. To its right, text reads: "This is the official form for all the people at this address. It is quick and easy, and your answers are protected by law." Further right, in smaller text, is "U.S. DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. CENSUS BUREAU". Below the logo, a blue arrow points right with the text "Use a blue or black pen. Start here". To the right of the arrow, question 5 is partially visible: "5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1. What is Person 1's name? Print name below."



The image shows the top section of a "Transitory Location Questionnaire" for the 2010 Census. It features the "United States Census 2010" logo on the left and the text "U.S. DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. CENSUS BUREAU" on the right. Below the logo, the title "Transitory Location Questionnaire" is centered. Underneath, a blue button labeled "ADDRESS INFORMATION" is centered. At the bottom, there are four input fields labeled "LCO", "State", "County", and "Block", each with a small grid of boxes for digits.

English and Bilingual Questionnaire Examples

The image displays two versions of the 2010 U.S. Census questionnaire. The left version is the English form, and the right version is the Bilingual English/Spanish form. Both forms are titled 'United States Census 2010' and include instructions for use, such as 'Use a blue or black pen' and 'Start here'. The forms are divided into sections for different types of housing (household, apartment, mobile home) and include questions about the respondent's name, sex, age, race, and other demographic information. The Bilingual form includes Spanish translations for the questions and instructions.

English Questionnaire example

Bilingual English/Spanish Questionnaire example

15.1.3

Census Questionnaire and Report Examples

United States Census 2010
U.S. DEPARTMENT OF COMMERCE
Economic and Statistical Administration
U.S. CENSUS BUREAU

Military Census Report

Use a blue or black pen.
Start here

1. What is your name? Print name below:
Last Name: _____
First Name: _____ MI: _____

2. What is your sex? Mark X ONE box.
☐ Male ☐ Female

3. What is your age and what is your date of birth? Please report babies as age 0 when the child is less than 1 year old.
Print numbers in boxes.
Age on April 1, 2008: _____
Month: _____ Day: _____ Year of birth: _____

4. Are you of Hispanic, Latino, or Spanish origin?
☐ No, not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on: _____

5. What is your race? Mark ☐ White
☐ Black, African Am., or American Indian or Al. or principal tribe: _____
☐ Asian Indian ☐ Jap. ☐ Chinese ☐ Kori. ☐ Filipino ☐ Viet. ☐ Other Asian — Print as sample: Hong-Latin, Thai, Polynesian, Cambodian, and so on: _____
☐ Some other race — Print: _____

NOTE: Please answer BOTH Question 4 about Hispanic origin and Question 5 about race. For this census, Hispanic origins are not races.

OMB No. 0607-0919-DR Approval Expires 8/30/2010
Form DX-21 (4-30-2007)
USCENSUSBUREAU

Military Census Report (MCR) example

United States Census 2010
U.S. DEPARTMENT OF COMMERCE
Economic and Statistical Administration
U.S. CENSUS BUREAU

Transitory Location Questionnaire

ADDRESS INFORMATION
LCO: _____ State: _____ County: _____ Block: _____
Map Spot: _____ Unit ID: _____

INTRODUCTION
S1. I will complete a census questionnaire for all the people staying at this (RV/boat/campsite) who have no other place they usually live and sleep. This should take about 10 minutes. (Hand respondent the Information Sheet, DX-1(F).) This Privacy Notice explains that your answers are kept confidential. I'll be referring to this Information Sheet while we fill out the questionnaire.
S2. Including yourself, how many people are living or staying in this (RV/boat/campsite) who have no other place they usually live? Number of people = _____

HOUSING
H1. What is the mailing address of this unit? Street name, Rural Route and box, or House No.: _____
Apt. No. or Location: _____ City: _____ State: _____ ZIP Code: _____
H2. Do you or does someone in this household own this (RV/boat/campsite) mortgage or loan, including home equity loans; own it free and clear, or occupy it without having to pay rent?
☐ Own with a mortgage or loan
☐ Own free and clear
☐ Rent
☐ Occupy without payment of rent

NOTES
Form DX-15 (5-1-2007)
OMB No. 0607-0919-DR Approval Expires 8/30/2010
USCENSUSBUREAU

Transitory Location Questionnaire example

United States Census 2010
U.S. DEPARTMENT OF COMMERCE
Economic and Statistical Administration
U.S. CENSUS BUREAU

Be Counted!

Who should be listed on this form?

- Include yourself if you have not been counted in the 2008 Census Dress Rehearsal.
- Include anyone else who was living with you on April 1, 2008 who has not yet been counted.
- Include family members, nonrelatives, and anyone else who lives and sleeps at your address most of the time and has not been counted. Do not forget babies!

Who should NOT be listed on this form?

- Exclude anyone who has already been counted in the 2008 Census Dress Rehearsal.
- Exclude people living away at college or in the Armed Forces.
- Exclude anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2008. They will be counted elsewhere.

Be sure to provide your complete address.

- If you have more than one residence, provide the address of the place where you live most of the time.
- If you do not have an address, complete this form and provide information on where you stayed on April 1, 2008.

PHOTOCOPIES CANNOT BE ACCEPTED

If you need help completing this form, call 1-800-452-0998 between 9:00 a.m. and 9:00 p.m. Monday through Saturday and 11:00 a.m. and 8:00 p.m. Sunday. The telephone call is free.
TDD—Telephone display device for the hearing impaired: Call 1-800-768-6048 between 9:00 a.m. and 9:00 p.m. Monday through Saturday and 11:00 a.m. and 8:00 p.m. Sunday. The telephone call is free.
URGENT! AVAILABILITY OF LIMITED RESOURCES FOR PERSONS WITH COGNITIVE ABILITIES: Items at 1-800-452-0998 will be available 9:00 a.m. to 9:00 p.m. on Tuesday, April 1, 2008, and 9:00 a.m. to 9:00 p.m. on Wednesday, April 2, 2008.

The Census Bureau estimates that, for the average household, this form will take about 10 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this Census Bureau, 4600 Silver Hill Road, ARS20-28136, Washington, DC 20233. You may e-mail comments to Paperwork-Reduction.gov or Paperwork-Project-2007-0919-DR as the subject.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

Form DX-10 (8-08-2007)
OMB No. 0607-0919-DR Approval Expires 8/30/2010
USCENSUSBUREAU

Be Counted Questionnaire example

15.1.4

Individual Census Report Example

OMB No. 5907-0019-001 Approved Expires 8/30/2010

U.S. Department of Commerce
Economic and Statistics Administration
U.S. Census Bureau

United States
Census 2010
2008 Census Dress Rehearsal
Individual Census Report

Use a blue or black pen.
Start here

1. What is your name? Print name below.
Last Name _____
First Name _____ MI _____

2. What is your sex? Mark X ONE box.
☐ Male ☐ Female

3. What is your age and what is your date of birth?
Please report babies as age 0 when the child is less than 1 year old.
Print numbers in boxes.
Age on April 1, 2008 _____
Month _____ Day _____ Year of birth _____

NOTE: Please answer BOTH Question 4 about Hispanic origin and Question 5 about race. For this census, Hispanic origins are not races.

4. Are you of Hispanic, Latino, or Spanish origin?
☐ No, not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin -- Print origin, for example, Argentine, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on: _____

5. What is your race? Mark X one or more boxes.
☐ White
☐ Black, African Am., or Negro
☐ American Indian or Alaska Native -- Print name of enrolled or principal tribe: _____
☐ Asian Indian ☐ Japanese ☐ Native Hawaiian
☐ Chinese ☐ Korean ☐ Guamanian or Chamorro
☐ Filipino ☐ Vietnamese ☐ Samoan
☐ Other Asian -- Print race, for example, Indian, Laotian, Thai, Laotian, Cambodian, and so on: _____
☐ Other Pacific Islander -- Print race, for example, Fijian, Tongan, and so on: _____
☐ Some other race -- Print race: _____

6. Do you live or stay in this facility MOST OF THE TIME?
☐ Yes -- This completes the questionnaire.
☐ No

7. (If No) What is the full address of the place where you live or stay MOST OF THE TIME?
Please complete all that apply.
Street address number _____
Apartment number _____
Street name _____
Rural route type and number _____
Rural route BOX number _____
PO box number _____
City _____
County _____
State or foreign country _____
ZIP Code _____

U.S. CENSUS BUREAU

March 17, 2008

UNITED STATES DEPARTMENT OF COMMERCE
Economic and Statistics Administration
U.S. Census Bureau
OFFICE OF THE DIRECTOR


Dear Resident:

The U.S. Constitution requires that a census of the United States be conducted every 10 years. To prepare for the 2010 Census, the U.S. Census Bureau is conducting the 2008 Census Dress Rehearsal. The results will be used to develop better methods that will make the 2010 Census easier, more convenient, and less costly for taxpayers.

It is important that everyone be counted, regardless of where they may be living at the time of the census. This Individual Census Report is to be used to count people who are currently living or staying in group quarters, such as college or university dormitories, nursing homes, group homes, emergency and transitional shelters for people experiencing homelessness, and other such locations.

Your answers are confidential. That means the Census Bureau cannot give out information that identifies you. Your survey answers will only be used for statistical purposes, and for no other purpose. As allowed by law, census forms become public after 72 years (Title 44, United States Code, Section 2108).

Please follow the instructions you were given when you received this form for returning it to the appropriate person.

Sincerely,

Charles Louis Kincannon
Director, U.S. Census Bureau

**Thank you for completing your official
2008 Census Dress Rehearsal form.**

FOR OFFICIAL USE ONLY

G2 Control Number

A. PN _____ B. JIC1 _____ C. JIC2 _____

The U.S. Census Bureau estimates that, for the average respondent, this form will take about 5 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project (5907-0019-001), U.S. Census Bureau, 4600 Silver Hill Road, AMSB-9K108, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project (5907-0019-001)" as the subject.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

FORM DK-20 (2-21-2007)

5010
803102

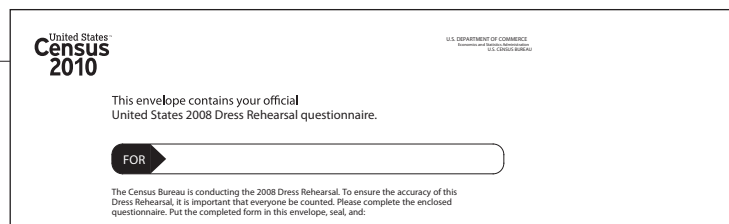
Individual Census Report (ICR) example

15.2

2010 Census Logo With Envelopes

The 2010 Census logo should always appear at the top and left of the envelope.

2010 Census logo



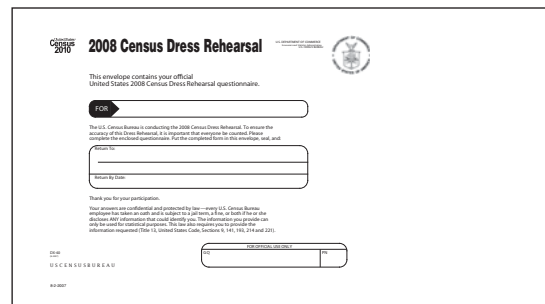
United States
Census 2010

U.S. DEPARTMENT OF COMMERCE
BUREAU OF ECONOMIC ANALYSIS

This envelope contains your official
United States 2008 Dress Rehearsal questionnaire.

FOR

The Census Bureau is conducting the 2008 Dress Rehearsal. To ensure the accuracy of this Dress Rehearsal, it is important that everyone be counted. Please complete the enclosed questionnaire. Put the completed form in this envelope, seal, and:



Census 2010 **2008 Census Dress Rehearsal**

U.S. DEPARTMENT OF COMMERCE
BUREAU OF ECONOMIC ANALYSIS

This envelope contains your official
United States 2008 Census Dress Rehearsal questionnaire.

FOR

The U.S. Census Bureau is conducting the 2008 Census Dress Rehearsal. To ensure the accuracy of this Dress Rehearsal, it is important that everyone be counted. Please complete the enclosed questionnaire. Put the completed form in this envelope, seal, and:

Person for:
Residence by date:

Thank you for your participation.

Your response is confidential and protected by law. Among U.S. Census Bureau employees has taken an oath and is subject to a penalty for not doing so. Both for the data, Bureau staff information and confidentiality. The information you provide will only be used for statistical purposes. The law also requires you to provide the information requested (Title 13, United States Code, Sections 9, 145, 195, 214 and 221).

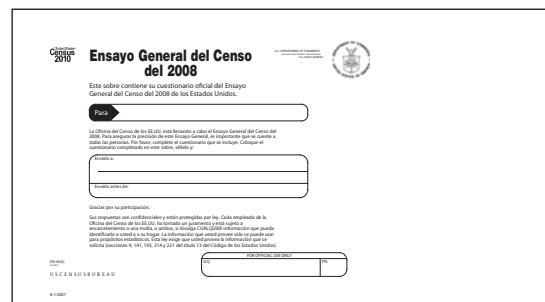
U.S. DEPARTMENT OF COMMERCE
BUREAU OF ECONOMIC ANALYSIS

U.S. CENSUS BUREAU

U.S. 10007

OPTIONAL: ONLY

English envelope example



Census 2010 **Ensayo General del Censo del 2008**

U.S. DEPARTMENT OF COMMERCE
BUREAU OF ECONOMIC ANALYSIS

Este sobre contiene su cuestionario oficial del Ensayo General del Censo del 2008 de los Estados Unidos.

Para

El U.S. Census Bureau is conducting the 2008 Census Dress Rehearsal. To ensure the accuracy of this Dress Rehearsal, it is important that everyone be counted. Please complete the enclosed questionnaire. Put the completed form in this envelope, seal, and:

Person for:
Residence by date:

Gracias por su participación.

Los empleados del U.S. Census Bureau han tomado un juramento y están sujetos a una pena por no hacerlo. Ambos para los datos, la información y la confidencialidad. La información que usted proporciona solo se usará para fines estadísticos. La ley también requiere que usted proporcione la información solicitada (Título 13, Código de los Estados Unidos, Secciones 9, 145, 195, 214 y 221).

U.S. DEPARTMENT OF COMMERCE
BUREAU OF ECONOMIC ANALYSIS


U.S. CENSUS BUREAU

U.S. 10007

OPTIONAL: ONLY

Spanish envelope example

2010 Census Logo With Flashcard

 <div>U.S. DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. CENSUS BUREAU</div>	
LANGUAGE IDENTIFICATION FLASHCARD	
<p>Hello, I'm from the U.S. Census Bureau. Is someone here now who speaks English and can help us? If not, please write your phone number and someone will contact you in English.</p>	01. English
<p>Buenos días (Buenas tardes), soy de la Oficina del Censo de los Estados Unidos. ¿Se encuentra alguien que hable inglés y pueda ayudarnos? Si no, por favor, anote su número de teléfono y alguien se comunicará con usted en español.</p>	02. Español/ Spanish
<p>Përshëndetje, unë vij nga Zyra e Regjistrimit të Popullsisë së Sh.B.A-së. A ndodhet dikush tani këtu që flet anglisht dhe mund të na ndihmojë? Nëse jo, ju lutemi shkruani numrin e telefonit tuaj dhe dikush do t'ju kontaktojë në gjuhën shqipe.</p>	03. Shqip/ Albanian
<p>እንደምንት ፣ ከአሜሪካ የሕዝብ ቆጠራ ቢሮ ነኝ ። አሁን እንግሊዝኛ ቋንቋ የሚናገር አኛ ለረዳን የሚችል ሰው አለ? ከሌለ እባክትን የስልክ ቁጥርን ይጻፉልንና በአማርኛ የሚያናግርት ይጻፉልን።</p>	04. ፋሽካ/ሕሳስ/ Amharic
<p>مرحبًا، أنا من مكتب الإحصاء الأمريكي. هل يوجد هنا الآن شخص يتحدث الإنجليزية ويمكنه مساعدتنا؟ إذا أُن لا يوجد، فلارجاء أتابة رقم هاتفكم وسيصل بكم أحد الأشخاص بلغة العربية.</p>	05. العربية/ Arabic
<p>Բարև Ձեզ, ես ԱՄՆ-ի Մարդահամարի Բյուրոյից եմ: Եերկա՞ ե արդյոք մեկը, որը խոսում է Անգլերեն և կարող է մեզ օժնետել: Եթե ոչ, մերեք Ձեր հեռախոսի համարը և Ձեզ հետ կկապվեն Յայտերեսով:</p>	06. Հայերեն/ Armenian
<p>হ্যালো, আমি ইউ.এস. সেন্সাস বিউরো থেকে এসেছি। এখানে এখন এমন কেউ আছেন কি যিনি ইংরেজি বলতে পারেন এবং আমাদের সাহায্য করতে পারেন যদি তেমন কেউ না থাকে, আপনার ফোন নম্বর লিখে দিন এবং আপনার সঙ্গে একজন বাংলায় যোগাযোগ করবেন।</p>	07. বাংলা/ Bengali
<p>Разрешете да ви се представя, аз съм служител на Бюрото по преброяване на населението на САЩ. Има ли тук някой, който говори английски и би могъл да ни помогне? Ако няма, моля, напишете своя телефонен номер, за да може някой от нашите служители да ви се обади на български.</p>	08. български/ Bulgarian

U.S. CENSUS BUREAU

D-3309 (07-22-2008)

Draft #6 (07-22-2008)

2010 Census Manuals

16.1 Manuals

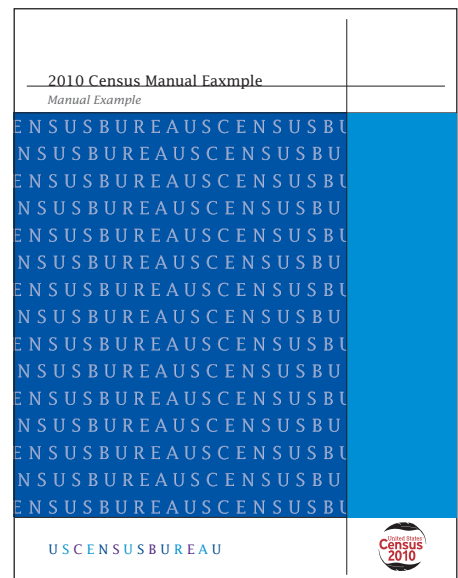
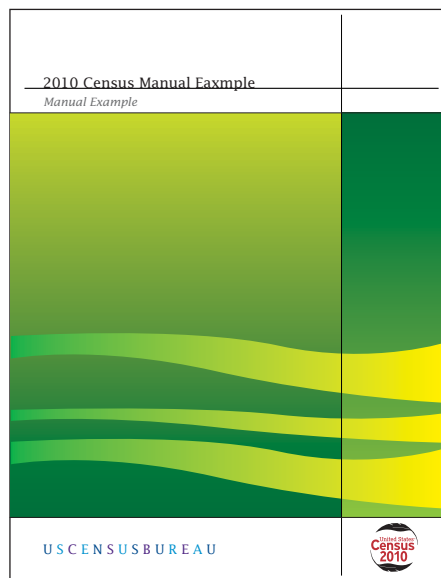
16.1.1 Manual Cover Examples With the 2010 Census Logo and U.S. Census Bureau Wordmark Together

The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.



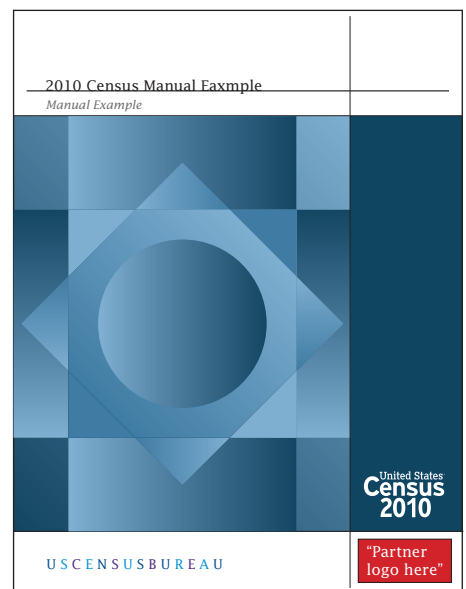
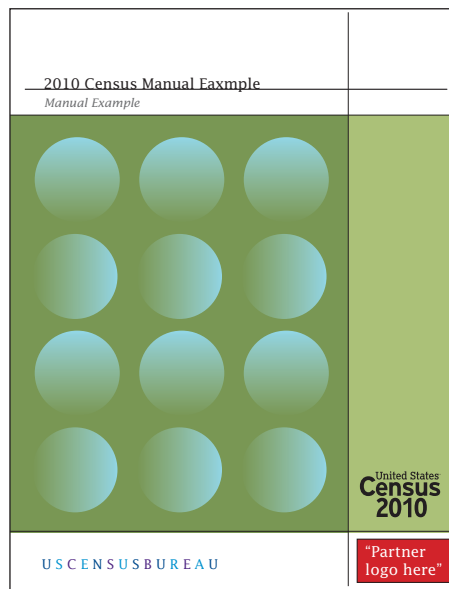
16.1.2

Manual Cover Examples With the AIAN Logo and U.S. Census Bureau Wordmark Together



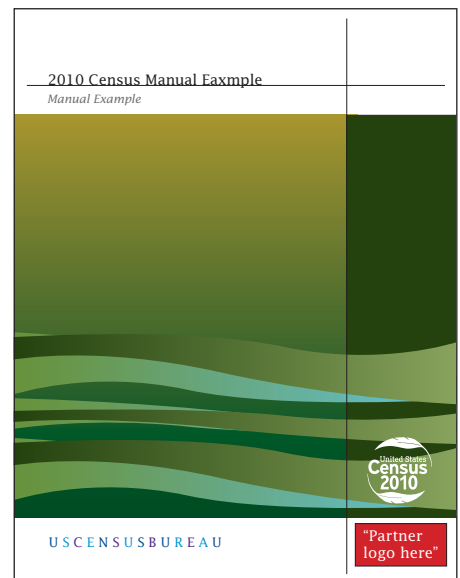
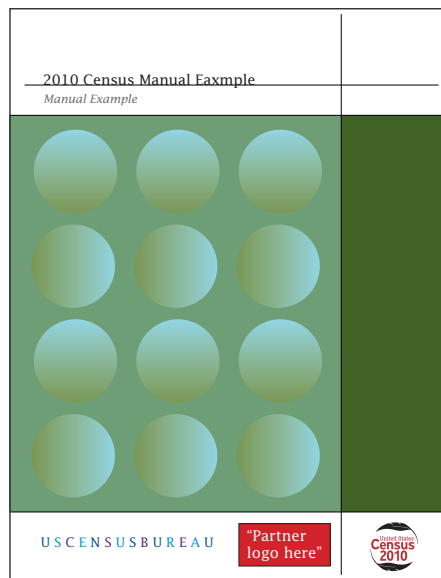
16.1.3

Manual Cover Examples With the 2010 Census Logo and Another Logo Together



16.1.4

Manual Cover Examples With the AIAN Logo and Another Logo Together



U.S. Census Bureau Wordmark

17.1

Wordmark Guidelines

The preferred version of the wordmark is shown on this page. The preferred presentation uses an alternating pattern of navy, blue, and purple letters. The wordmark may appear as all black or reversed out of a color. Single-color versions of the wordmark are also permitted, particularly in 1- or 2-color printed products. Our wordmark represents a continuous flow of facts and data being communicated.

U S C E N S U S B U R E A U

Wordmark

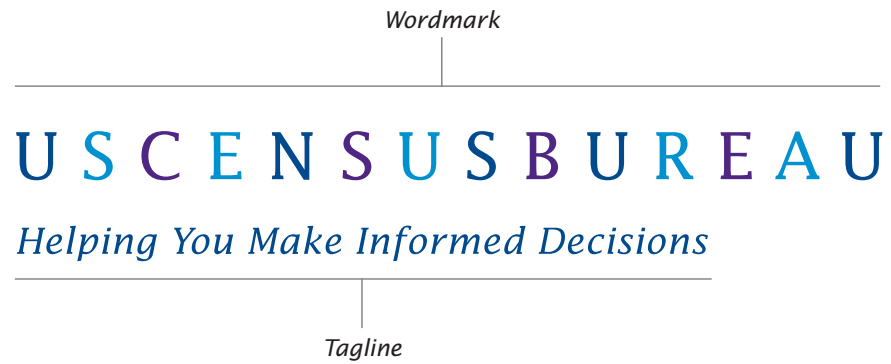
The integrity of the wordmark must be preserved by allowing for an adequate amount of clear space. The clear space has been defined as a minimum of the height of the first element in the wordmark, the capital letter "U." Do not allow any other elements, such as type, graphics, or photography to interfere with the visual impact of the identity. It is acceptable and often desirable to create even more clear space around the wordmark if space allows.



Wordmark With Tagline

The tagline is a phrase that supports the vision and mission of the U.S. Census Bureau. More than a slogan, the Census Bureau's corporate tagline—when used according to these guidelines—projects longevity and commitment that extends beyond the visual identity system to our perception as a provider of quality services and products.

The corporate tagline has a specifically defined position and relationship to the wordmark. While there are instances where the wordmark may appear alone, the corporate tagline never does. It always appears with the wordmark when data is released to the general public and may appear on certain other applications such as marketing materials. The corporate tagline appears in Census navy, flush left, a cap height down from the wordmark.

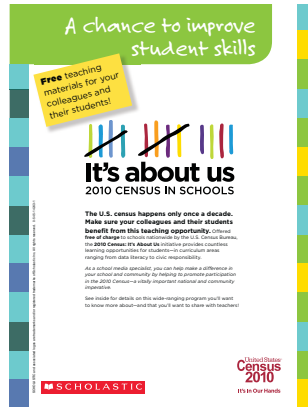


As with the wordmark alone, the integrity of the wordmark with corporate tagline must be preserved by allowing for an adequate amount of clear space around the configuration. As shown in the example on this page, a minimum clear space equal to the height of the capital letter “U” must be left around the wordmark with the corporate tagline.



2010 Census Tagline Guidelines

Additional Logo Were Developed by Outside Contractors to Support the 2010 Census Included:



IT'S IN OUR HANDS

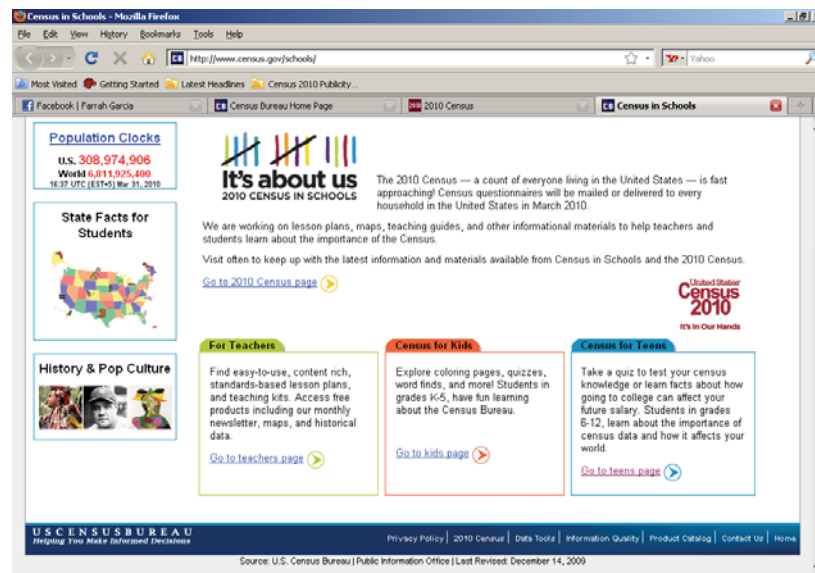
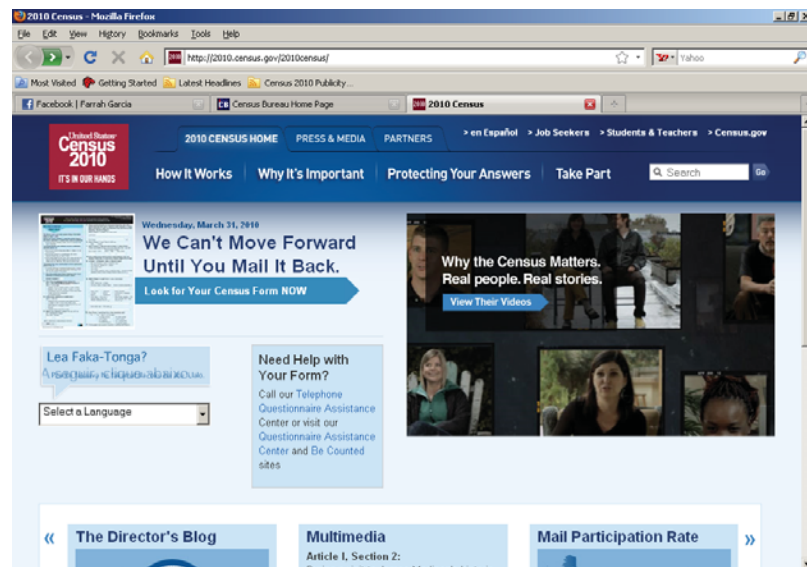


ESTÁ EN NUESTRAS MANOS

2010 Census Web Site Guidelines

19.1

The 2010 Census Website has been designed to provide the public a virtual real-time experience about the 2010 Census and related activities. Covering topics such as: How it Works, Census in the Schools, Protecting your Information, and many more.



Logo Application Process

Use of the 2010 Census Logo

USE OF THE 2010 CENSUS LOGO

The logo, United States Census 2000, became the visual cornerstone of the Census 2000 program. Due to its popularity, the Census Bureau decided to modify that logo for use during the 2010 Census. The 2010 Census logo may be used to help promote the 2010 Census and the tests to prepare for the census.

Care must be taken in the use of the 2010 Census logo. The logo must be presented in a consistent fashion, and its use must adhere to U.S. Department of Commerce guidelines. If it is used haphazardly, the logo's value will be diminished. The Census Bureau has prepared guidelines to facilitate consistency and quality in the use of the logo. The use of the logo cannot appear to endorse or show favoritism toward the requesting organization. The Census Bureau reserves the right to revoke the privilege of using the 2010 Census logo should its use be found inappropriate or in violation of these guidelines. The Census Bureau reserves the right to control the quality of the use of the 2010 Census logo. Permission to use the logo is not assignable.

Those wishing to use the 2010 Census logo should visit <www.census.gov> and click the 2010 Census Logo or 2010 Census link and it will take you to the 2010 Census Web page.

Glossary of Terms

Address block: The block of typeset copy that contains mailing information and/or telephone numbers and any additional access information.

Corporate colors: Census red and black (see Section 3.2).

Flush left, rag right: A typographic specification where copy will appear aligned on the left and will break naturally between words on the right.

Leading: The vertical spacing between lines of copy that is measured in point increments.

Logo type: The custom typographic rendering of the words and numbers, “United States 2010 Census.”

PANTONE®: See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Point (pt.): A type setting unit of measure used in specifying type size, leading, and rule line thickness. There are 12 points to a pica and 72 points per inch.

Positive: Reproduction of an image that appears as a darker value than the background.

Reverse: Reproduction of an image that appears as a negative. Generally, white with a darker background value.











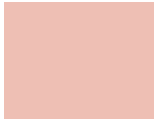

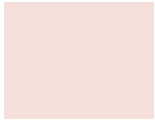
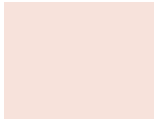

Sans serif: A type style with no serifs and little contrast between thick and thin strokes.

Tagline: An approved phrase or slogan utilized for advertising and promotional purposes.

Value: The relative lightness or darkness of a particular shade or color.

PANTONE® Swatches Shade Percentage Breakdown

Pantone swatches shade percentage breakdown

PANTONE® 194C	PANTONE® 187U	PANTONE® 2613C
 100%	 100%	 100%
 75%	 75%	 75%
 50%	 50%	 50%
 25%	 25%	 25%
 10%	 10%	 10%



Notes